

DOCUMENT RESUME

ED 307 772

EC 220 281

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TITLE 10 Projects for Preventing Fetal Alcohol Syndrome and Other Alcohol-Related Birth Defects and Have You Heard about Alcohol and Pregnancy.
INSTITUTION Association for Retarded Citizens, Arlington, TX.
PUB DATE 88
NOTE 42p.; For related document, see EC 220 280. The document is made available through contributions from: Civitan International Foundation, Crown Development Trust Fund, Incorporated, Zeta Tau Alpha Fraternity, Elizabeth Boggs, and the American Contract Bridge League.
AVAILABLE FROM Association for Retarded Citizens of the United States, 2501 Avenue J, P.O. Box 6109, Arlington, TX 76005 (\$2.50 for "10 Projects"; \$2.00 for 1-9; quantity discount available for "Have You Heard").
PUB TYPE Guides - Classroom Use - Materials (For Learner) (051) -- Guides - Non-Classroom Use (055)
EDRS PRICE MF01/PC02 Plus Postage.
DESCRIPTORS Adults; *Alcohol Abuse; Alcohol Education; Cartoons; Community Programs; *Congenital Impairments; *Drinking; Health Education; High Schools; Pregnancy; *Prevention; Program Development; Publicity; *Special Health Problems
IDENTIFIERS *Alcohol Related Birth Defects; *Fetal Alcohol Syndrome

ABSTRACT

A set of two pamphlets is presented on the topic of Fetal Alcohol Syndrome and Alcohol-Related Birth Defects. "Ten Projects for Preventing Fetal Alcohol Syndrome and Other Alcohol-Related Birth Defects" provides ideas and materials for students and others to use in educating the public about the dangers of alcohol use during pregnancy. It offers suggestions for developing a community prevention plan, establishing a speakers' bureau, and involving physicians. It also provides such sample materials as a fact sheet, posters, newspaper ads, press release, public service announcement, and survey form for a public opinion poll. "Have You Heard...About Alcohol and Pregnancy" is a cartoon booklet teaching prevention of Fetal Alcohol Syndrome. It explores several common misconceptions about alcohol use during pregnancy, stresses the importance of the father's role in preventing alcohol abuse, offers suggestions for dealing with the peer pressure to drink, and includes a self-administered questionnaire to evaluate one's risk of parenting a child with Fetal Alcohol Syndrome. (JDD)

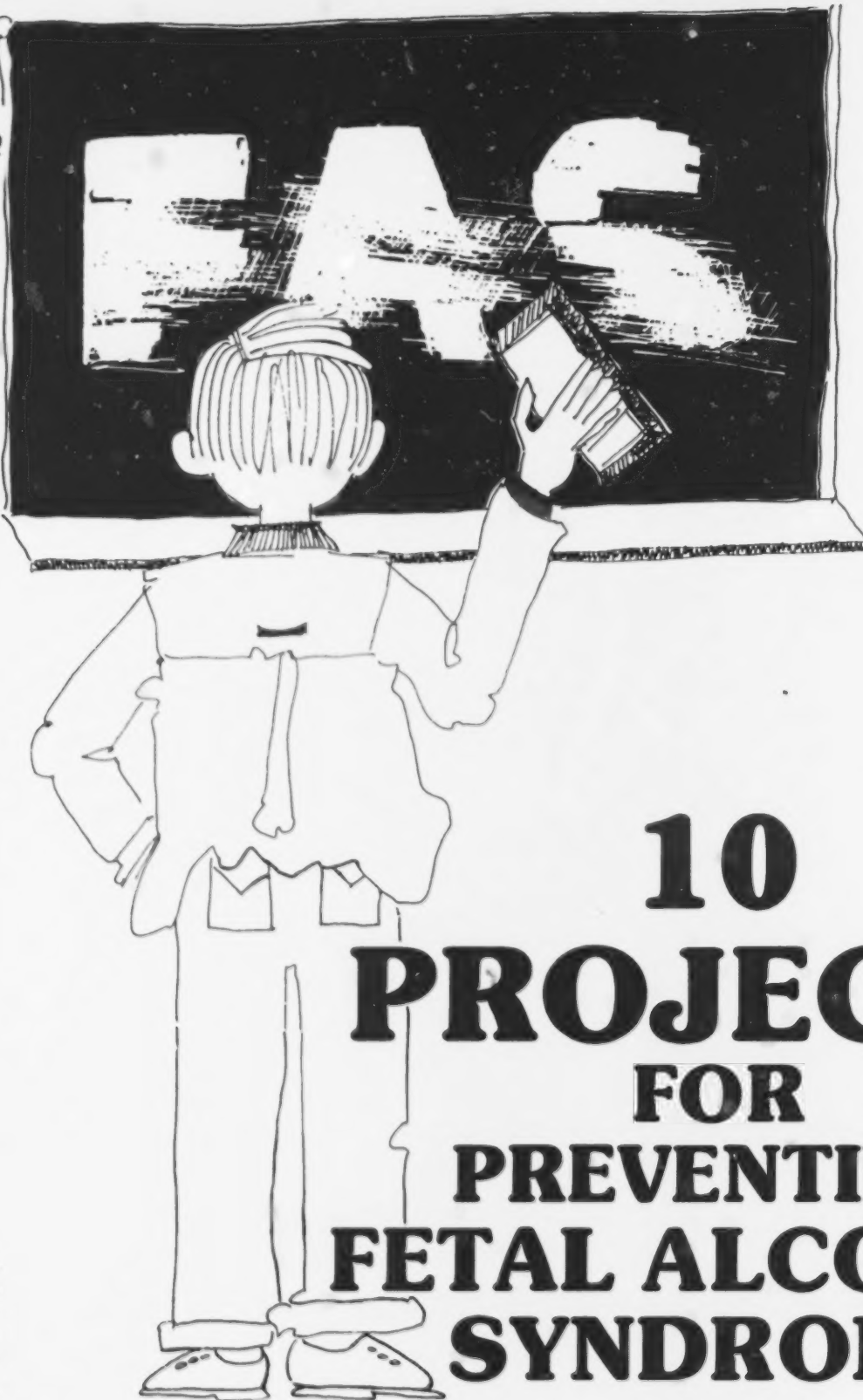
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10 PROJECTS FOR PREVENTING FETAL ALCOHOL SYNDROME

**AND
OTHER ALCOHOL-RELATED
BIRTH DEFECTS**


Association for Retarded Citizens

PREFACE

The purpose of Ten Projects for Preventing Fetal Alcohol Syndrome and Other Alcohol-Related Birth Defects is to provide ideas and materials for students and others to use in educating the public about the dangers of alcohol use during pregnancy. The materials are not copyrighted and may be copied, adapted or completely changed to meet the needs of the community.

Jerry Adams, Ph.D., Elizabeth Howard, M.A.T., and Deanie Kepler, M.S.

This document is made available through contributions from:

Civitan International Foundation

Crown Development Trust Fund, Incorporated
Zeta Tau Alpha Fraternity

Elizabeth Boggs, Ph.D.

The American Contract Bridge League



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PREVENTING FETAL ALCOHOL SYNDROME and ALCOHOL-RELATED BIRTH DEFECTS

Prevention of Fetal Alcohol Syndrome (FAS) and other Alcohol-Related Birth Defects (ARBD)* will occur as the result of a grassroots campaign. Students who carry the information now available on these birth defects into their communities will make the difference. Prevention messages must be taken to the following groups:

- Young children, whose attitudes toward alcohol are being formed;
- Young women, who may not have an awareness of the potential danger of alcohol use during pregnancy;
- Young men, who may influence their sexual partners either in the use of alcohol or in abstinence.
- All other men and women in the community, for whom FAS and ARBD have become a matter of public concern.

An article by Thomas V. Seessel, the president of the National Council on Alcoholism, quoted in *Association Management*, reported that nearly 100,000 ten and eleven year olds get drunk at least once a week. Further, a brochure distributed by McDonald's Corporation adds the fact that the average age of beginning alcohol use is twelve and a half. These startling facts call for prevention messages for elementary school children. We at the Association for Retarded Citizens believe that older students are in a perfect posture for this work.

In some communities, signs are posted at all places where alcoholic beverages are sold, warning men and women that alcohol has been shown to cause mental retardation and other birth defects. While it may prove difficult to effect this prevention measure, certainly signs placed in supermarkets, laundromats, and retail stores will reach a large number of women who may be at risk for having a baby with FAS or ARBD. We have provided such a sign for public display with suggestions for carrying out this project.

Finally, we have provided a fact sheet, a public opinion poll, newspaper ads, suggestions for working with physicians, a press release, and more. We have tried to supply everything a group of students needs to alert their community of the dangers of drinking alcohol during pregnancy. As students become more involved with these activities, they will begin to realize their potential as agents for change.

*See Fact Sheet, page 5, for descriptions of FAS and ARBD.

DEVELOPING A PREVENTION PLAN

How can a group of students make a difference? What are the steps to be taken? Why would anyone listen to students?

A quick look at any newspaper makes it obvious that young people are big news. Most communities treat students in a very special way: banks are eager to sponsor them; journalists recognize them as newsworthy; and so on. What it takes for students to work an effective prevention plan is a goal to be reached, objectives for reaching that goal, and strategies. The business and medical communities are resources for reaching the goal.

Goal: to reduce alcohol-related birth defects in our city

1. In a brainstorming session, list the ways people can be informed about the risks of drinking alcohol during pregnancy:

doctors, signs, television, talk shows, ads, posters, radio, etc.

2. State the ways as strategies. For example, doctors provide brochures on FAS and ARBD for patients in their waiting rooms.

3. Develop an objective. For example, "By January 1, half the doctors in this city will provide brochures in their waiting rooms." Here, the plan is to get the brochures from the March of Dimes and make them available to doctors.

4. Learn whether other groups are interested in the problem and what they have done about its prevention. For example, if you intend to work with doctors, talk with local representatives of the American Medical Association and ask their assistance.

5. Involve other groups interested in the problem, such as March of Dimes or the local Association for Retarded Citizens. Develop alternative strategies. Consider costs, benefits, and risks.

6. Estimate resources needed for the project. Assign volunteers to make phone calls or deliver materials.

7. List the steps necessary to carry out the plan.

8. Evaluate your progress and revise your plan for future use. Keep phone numbers, names, and other valuable information for next year's prevention program. Improve your program and increase its effectiveness each year.

SUGGESTIONS FOR TALKING ABOUT FAS AND ARBD

When you talk to others about prevention of FAS and ARBD, remember the following: BE OPTIMISTIC. Stress the fact that FAS and ARBD are preventable.

STRESS POSITIVE EXPECTATIONS. Remember that not all women who drink excessively have babies with obvious birth defects. Concentrate on reducing the risk.

STRESS MOTHERING FROM CONCEPTION, not from birth. Good prenatal care makes a big difference.

STRESS THE FACT THAT HELP EXISTS, from doctors, counselors, Alcoholics Anonymous, and alcohol treatment programs. (See resource list at the end of this handbook.)

PROJECT STARTERS

The following are some simple ideas for use of resources available in this booklet. We encourage you to create new ways to use them.

1. **FACT SHEETS.** Send a fact sheet to all physicians, hospitals, and clinics in your city and suggest that they make copies of it available in their reception rooms.
2. **POSTERS.** Ask local merchants to display your poster in their windows.
3. **POLLS.** Take a poll of opinions about alcohol in school, mall, or on the street.
4. **PRESS RELEASES.** Write press releases on all activities, using the model provided on page 13.
5. **SPEAKERS' BUREAU.** Organize a speakers' bureau on FAS and ARBD. Offer to provide speakers for local civic, religious, and service groups.
6. **WARNING SIGNS.** Ask local merchants who sell alcoholic beverages to post warning signs. Copy the model provided on page 17.
7. **PHYSICIAN INVOLVEMENT.** Request a meeting of the local chapter of the American Medical Association to ask how you can help them get the word out on preventing FAS and ARBD.
8. **EXPOSÉ OF TELEVISION MESSAGES.** Conduct a study to determine the nature of the messages that TV is communicating about the place of alcohol in the lifestyles of favorite TV personalities. Publish the findings.
9. **PUBLIC SERVICE ANNOUNCEMENTS.** Request that radio and TV stations air public service announcements about the dangers of alcohol use during pregnancy.
10. **RESOURCES.** Circulate the resources list to physicians, nurses, teachers, counselors, and clergy in your area.

FACT SHEETS

The fact sheet on the next page will prove useful in all projects. For example, it is a source of information in creating slogans for poster, for justifying the display of posters, and for asking for community support. Fact sheets are an effective vehicle for carrying information about FAS and ARBD to the community.



FACT SHEET

FETAL ALCOHOL SYNDROME (FAS) and ALCOHOL-RELATED BIRTH DEFECTS (ARBD)

1. WHAT ARE FAS AND ARBD?

Fetal Alcohol Syndrome (FAS) is a particular pattern of three or more birth defects caused when a woman drinks alcohol during pregnancy. Alcohol-Related Birth Defects (ARBD) includes less severe birth defects of the same pattern.

2. HOW ARE FAS AND ARBD CAUSED?

Alcohol is a teratogen (ter-AT-o-gen), a poison for the unborn baby. Nourishment for the unborn baby comes through the mother's placenta (pla-CEN-ta). Alcohol also passes freely from mother to child through the placenta. When a pregnant woman drinks alcohol, therefore, the same amount of alcohol that is in her blood is also in her baby's. However, while an adult's liver is able to handle alcohol at the rate of an ounce of alcohol every two hours, a baby's liver cannot. High concentrations of alcohol stay in the baby's body longer . . . often as long as 24 hours. Alcohol can do the most damage when the unborn baby is developing his or her vital organs.

3. IS THERE A SAFE AMOUNT OF ALCOHOL THAT A PREGNANT WOMAN MAY DRINK?

No. A safe level of alcohol use for pregnant women has not been established. Alcohol-Related Birth Defects (ARBD) have shown up in babies whose mothers drank one or two drinks per day. As much as six drinks per day may cause Fetal Alcohol Syndrome.

4. IS ALCOHOL SAFE AT ANY TIME DURING PREGNANCY?

No. Researchers have not established a safe time to drink during pregnancy. Doctors divide pregnancy into three-month periods called trimesters (tri-MES-ters). The first three-month period of pregnancy is when developing organs are most at risk of damage. Women do not even know that they are pregnant during part of this time. During the second trimester, the mother's use of alcohol can increase the chances of sudden death of the unborn baby or expulsion from the mother's body (called spontaneous abortion). Alcohol use during the final trimester can interfere with the growth of the baby . . . including the growth of the brain.



Association for Retarded Citizens of the United States, 2501 Ave. J, Arlington, Texas 76006 (817) 640-0204

5. WHAT ARE THE PROBLEMS OF CHILDREN BORN WITH THESE DISORDERS?

Typically, children born with FAS and ARBD have the following symptoms:

- Low weight at birth and failure to catch up with others of the same age
- Head:
 - Small head size
 - Narrow eye slits
 - Flat midface
 - Low nasal ridge
 - Loss of groove between nose and upper lip
- Central nervous system:
 - Mental retardation
 - Alcohol withdrawal at birth
 - Poor sucking response
 - Sleep disturbances
 - Restlessness and irritability
 - Delays in development
 - Short attention span
 - Learning disabilities
- Organs and parts of the body:
 - Muscle problems
 - Bone and joint problems
 - Genital defects
 - Heart defects
 - Kidney defects

6. HOW MANY BABIES ARE BORN WITH FAS OR ARBD?

The Public Health Service estimates that FAS occurs in approximately one of every 750 live births. Less severe Alcohol-Related Birth Defects occur in approximately 10-12 per 1000 live births, or 36,000 each year. However, 30% of the babies of known alcohol-abusing mothers have FAS!

7. HOW CAN FAS BE TREATED?

Surgery can repair some of the physical problems. Schools and day care centers offer programs to improve mental and physical development. However, Alcohol-Related Birth Defects are permanent. Children with FAS remain below average in physical and mental development.

This document is available due to contributions from:

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POSTERS

The poster on the following page is "camera ready" art that can be printed as is or enlarged by a printer before duplicating. Suggested sizes for the enlarged poster are 14" x 18" (165% of current size) or 17" x 22" (200% of current size). A printer may be willing to copy the poster for free as a public service, especially if credit is given on the poster. A civic group may also fund the printing, again with credit given on the poster. If a class is putting up posters as a project, the class should be given credit as a sponsor on the poster.

Some suggested projects:

1. Ask local merchants who sell alcoholic beverages, such as grocery stores, convenience stores, restaurants, and bars, if you can put up posters in their establishments. Bring tape and tacks to be ready to put them up if accepted.
2. Ask physicians if you can put the posters up in their offices or leave a stack in their waiting rooms.
3. Ask your local American Medical Association, March of Dimes, Chamber of Commerce, or other organizations to support your effort.
4. Ask them to declare a special day, such as "FAS Poster Day," to promote the posters.
5. Send a press release to your local papers about your efforts to inform your community about the dangers of maternal drinking of alcohol. (See Press Release Section).
6. Use fact sheets with the posters when enlisting the aid of other groups.
7. Enlist the support of colleges, high schools, and junior highs in distributing the posters.
8. Have a class, school, or even city-wide contest to produce the best posters. Have the winning posters printed and distributed instead of the enclosed one. Involve the local news media through a press release.
9. Have a class, school, or city-wide contest to have the best slogan on the existing poster. Have the poster printed with the winning slogan in place of the "A Pregnant Woman Never Drinks Alone." An example might be "You Cannot Drink to Your Baby's Health."
10. Ask the help of college fraternities and sororities to distribute the posters on campus.
11. Ask for permission to put the posters up anywhere that young people normally go, such as laundromats, libraries, movie houses, department stores, fast food stores, etc.

A PREGNANT WOMAN NEVER DRINKS ALONE



ANY
USE OF
ALCOHOL
MAY AFFECT
YOUR
UNBORN BABY

 **arc**
Association for Retarded Citizens

ADS

Ask your local newspaper to publish an ad that you supply as a public service. Ask local merchants to sponsor ads. Suggest that they use a fact from the fact sheet as part of their normal ad. See the example below.

"USE OF ALCOHOL DURING PREGNANCY CAN CAUSE
SEVERE BIRTH DEFECTS."

for more information, see your neighborhood

MILLAR PHARMACY



You Can't Drink to Your Baby's Health!



Alcohol can have a bad influence.
Especially on an unborn baby.
The Association for Retarded Citizens
warns that drinking alcohol during pregnancy
may cause birth defects and mental
retardation.

You wouldn't put alcohol in your baby's
bottle. Why put it in your unborn baby?

For more information on how you can help
prevent mental retardation, call your ARC.



arc

Association for Retarded Citizens

Different sizes of this ad are available. For camera-ready copy, write to the Association for Retarded Citizens of the United States, P.O. Box 6109, Arlington, Texas 76005

OPINION POLLS

Opinion polls are popular with the media. Using the forms on the following pages, collect opinions from either students or adults and publish the results. Send background for the story. For more effective prevention work, correlate the opinion poll to other activities, such as a poster campaign. See the sample press release and its resulting news story on pages 13 - 16.



• POLL

Pregnant Women and Alcohol

Check the answer that fits for you. You can give more than one check on some questions.

A. SEX:

1. ☐ male 2. ☐ female

B. AGE:

1. ☐ under 18 yrs. 2. ☐ 18 - 22 yrs.
3. ☐ 23 - 60 yrs. 4. ☐ over 60 yrs.

C. HOW OFTEN DO YOU DRINK ALCOHOLIC BEVERAGES?

1. ☐ none 2. ☐ on special occasions 3. ☐ several times per month
4. ☐ weekly 5. ☐ daily 6. ☐ several times per day

D. HOW MUCH ALCOHOL CAN A PREGNANT WOMAN SAFELY HANDLE?

1. ☐ none
2. ☐ one drink per evening
3. ☐ two drinks per evening
4. ☐ depends on individual — as long as she does not get drunk
5. ☐ alcohol does not get to the fetus (unborn baby) — safety for the fetus is not a real problem

E. I FEEL THAT A FEW DRINKS DURING PREGNANCY ARE SAFE FOR MY BABY:

1. ☐ yes, many women have a few drinks and the baby is fine
2. ☐ unsure
3. ☐ no, any pregnant woman who drinks takes a risk

F. WHICH, IF ANY, OF THE FOLLOWING PROBLEMS CAN BE CAUSED BY THE MOTHER'S DRINKING DURING PREGNANCY:

1. ☐ mental retardation
2. ☐ facial deformities
3. ☐ damage to the nervous system and brain
4. ☐ damage to the cells of the body causing small size
5. ☐ no damage is caused to the unborn baby by mother's drinking

G. DO YOU THINK THAT PLACES THAT SELL ALCOHOLIC BEVERAGES SHOULD BE REQUIRED TO POST WARNINGS FOR PREGNANT WOMEN?

1. ☐ yes
2. ☐ not sure
3. ☐ no

H. DO YOU THINK THAT ALCOHOLIC BEVERAGES SHOULD BE REQUIRED TO HAVE WARNINGS FOR PREGNANT WOMEN?

1. ☐ yes
2. ☐ unsure
3. ☐ no

I. WILL YOU ENCOURAGE THE PREGNANT WOMEN IN YOUR LIFE NOT TO DRINK ALCOHOLIC BEVERAGES WHILE PREGNANT?

1. ☐ yes, strongly
2. ☐ yes, but only if she wants encouragement
3. ☐ not sure
4. ☐ no

J. DO YOU THINK THAT IT SHOULD BE A CRIME FOR A PREGNANT WOMAN TO GET DRUNK?

1. ☐ yes
2. ☐ yes, but only toward the end of the pregnancy
3. ☐ yes, but only toward the beginning of the pregnancy
4. ☐ unsure
5. ☐ no, because _____

SUMMARY OF RESULTS

Put a mark (I) next to each answer for each completed poll.

Number of people taking the poll: _____

A. SEX 1. Male _____ 2. Female _____

B. AGE

1. under 18 yrs. _____
2. 18 - 22 yrs. _____
3. 23 - 60 yrs. _____
4. over 60 yrs. _____

C. HOW OFTEN

1. none _____
2. on special occasions _____
3. several times per month _____
4. weekly _____
5. daily _____
6. several times per day _____

D. HOW MUCH

1. none _____
2. one _____
3. two _____
4. depends _____
5. not a problem _____

E. SAFETY

1. yes _____
2. unsure _____
3. no _____

F. PROBLEMS

1. mental retardation _____
2. facial _____
3. nervous system brain _____
4. small size _____
5. no problem _____

G. POST WARNINGS

1. yes _____
2. unsure _____
3. no _____

H. REQUIRE WARNINGS

1. yes _____
2. unsure _____
3. no _____

I. ENCOURAGE ABSTINENCE

1. yes _____
2. yes, but _____
3. not sure _____
4. no _____

J. A CRIME

1. yes _____
2. Yes, at end _____
3. Yes, at beginning _____
4. Unsure _____
5. No, because: _____

SAMPLE OF A PRESS RELEASE

For Immediate Release
Date:

PRESS RELEASE

7TH GRADE STUDENTS CONDUCT STUDY ON ALCOHOL ATTITUDES

Students of Lori Nelson, 7th grade teacher at Nichols Jr. High School, conducted a study during the first week of April on attitudes of their fellow students and adults toward alcohol.

First the students took a true-false test themselves to see how much they knew about the effects of alcohol ingested by a pregnant woman. Most of the students knew most of the correct answers. One of the most common mistakes that students made, however, was thinking that a baby is safe from the effects of alcohol before the mother "shows."

The students then took an attitude poll. 25% showed high-risk attitudes, 25% had medium-risk attitudes, and 50% had low-risk responses.

Next, the students polled 10 students and 10 adults each. Of the 22 students, 17 reported significant results. 70% of the adults answered each question correctly. A question that both teens and adults often missed dealt with the type of alcoholic beverage consumed. The question read: "Only hard liquor will hurt the baby. Beer and wine are OK, especially when used in moderate amounts." The statement is false. Students learned that the amount of alcohol the mother drinks determines her risk, not the type of drink.

This class activity was part of a project, Preventing Fetal Alcohol Syndrome, sponsored by the Association for Retarded Citizens of the United States. For more information on this story, contact the Association for Retarded Citizens at (817) 640-0204.

A PREGNANT WOMAN NEVER DRINKS ALONE



ANY
USE OF
ALCOHOL
MAY AFFECT
YOUR
UNBORN BABY

A lesson in health Drinking during pregnancy could be hazardous to a baby's health

By DEBORAH CROWE
C-J Staff Writer

Doctors have documented that drinking alcohol while pregnant is harmful but many teens are not aware of the dangers it can cause their future babies.

To promote the hazards of drinking while pregnant, the Association for Retarded Citizens is kicking off a campaign to inform junior high students about the dangers of alcohol.

ARC, with national headquarters in Arlington, has developed a unit for eighth grade science, home economics and health classes. The unit focuses on Fetal Alcohol Syndrome, which occurs when a woman drinks during pregnancy.

ARC staff said they want to get the curriculum used by school districts nationwide. They have tested it at area schools, including a Nichols Junior High life science class.

Nichols teacher Lori Nelson said she was impressed by the material she presented during a human reproduction unit.

"I think it's needed in the curriculum," Nelson said. "The use of drugs and alcohol doesn't start at the high school level anymore — it's starting in junior high. Students need to be made aware of the consequences."

FAS is a pattern of mental, physical and behavioral birth defects developed in an unborn child when the mother drinks alcohol during pregnancy.

Birth defects include severe mental retardation, behavioral problems, visible facial abnormalities like cleft palate, kidney defects, bone and joint or heart defects.

The U.S. Public Health Service es-

timates FAS occurs in two of every 1,000 live births, increasing to 10 to 12 babies afflicted with less severe alcohol-related birth defects, said to Dr. Jerry Adams, FAS program director.

The effect of alcohol in unborn babies is so profound because they cannot absorb it as easily as an adult, Adams said.

"Any alcohol the mothers drinks goes into the child's bloodstream too," he said. "The mother has the enzymes that help pass the alcohol out of the body, but a baby's liver cannot do that. The alcohol can stay in its system for as long as 24 hours."

A high alcohol level in the bloodstream of a fetus can affect development of the nervous system, brain or other organs, Adams said.

The curriculum consists of manuals, a booklet illustrated with cartoons and a Monopoly-style educational game called "Friends and Rascals." Tapes and videos are planned, said former teacher Elizabeth Howard, an ARC program specialist who helped write the curriculum.

The texts describe how the risk to a fetus increases with the number of drinks taken by a mother per day.

An average of more than four drinks per day can increase the risk of mental retardation. Two drinks a day can contribute to low birth weight. Even drinking a few times a week or month can contribute to irregular brain formation.

Howard said she is proud of one feature in the unit which polls students to indicate belief systems that could lead to alcohol problems.

Attitudes include "beer and wine are not as harmful as hard liquor," "everybody drinks" and "it's all right to get drunk on special occasions."

Nearly a quarter of the students in the pilot test were in the high-risk range, with another quarter in the borderline area. Adams said the results could have been even higher if the poll had been given under more controlled conditions.

"It was really shocking to find that so many of the kids were in the medium to high risk area," said Nelson. "It was just the things they considered were okay to do that really aren't."

ARC plans to contact major school districts across the country about inserting the unit in their regular curriculum. The organization will distribute packets to Civitan, a service club.

"One of the big selling points for this curriculum is that we've done a correlation with Texas Essential Elements (curriculum guidelines)," said Howard. "If we can please Texas, we will please 99 percent of the other states."

Although the dangers of alcohol abuse are discussed, Howard said the intent is not to give students another lecture on alcoholism, ignored by many in the high-risk groups.

"We're doing alcohol education rather than alcoholism prevention," Howard said. "We're taking a lifestyle approach, not necessarily reform them, but to save the child."

For information on the program, call ARC at 640-0204.

(Published as a result of
the preceding press
release)

SPEAKERS' BUREAU

Many churches, civic groups, and teachers are looking for people to speak about timely topics like FAS and ARBD. Two sources for such speakers:

1. Appoint a single student or a panel of students to present the results of their inquiry into FAS in the form of a report.
2. Contact groups in the area who have knowledge of the subject: March of Dimes, ARC, your local medical society. Make a list of speakers who will give free speeches, their times of availability, phone numbers, and addresses. Record this information on 3 x 5 cards.

Once the speakers are identified, contact different groups (see list below) in your city and notify them about the availability of speakers. In addition, write a press release about the formation of the speakers' bureau and send it to the local newspaper. (Creation of a speakers' bureau is newsworthy.)

SUGGESTED GROUPS

*CIVITAN INTERNATIONAL

*KIWANIS CLUBS

*LIONS CLUBS

THE JUNIOR LEAGUE

COLLEGIATE OR ALUMNAE CHAPTERS OF
SORORITIES AND FRATERNITIES

OTHER SCHOOLS IN YOUR DISTRICT

AMERICAN ASSOCIATION OF UNIVERSITY WOMEN

*Men need this information, too.

WARNING SIGNS

One way to alert people to the dangers of mixing alcohol and pregnancy is to post warning signs at places that sell alcoholic beverages.

For more coordination and effectiveness, develop a coalition of groups already interested in preventing birth defects. Include the following in your coalition:

- the March of Dimes,
- local treatment centers for alcohol and drug abuse,
- Healthy Mothers/Healthy Babies,
- your county health department
- local parent-teacher organizations
- sororities and fraternities
- American Association of University Women
- your local Council on Alcoholism
- hospitals and other medical organizations
- Students Against Drunk Driving (SADD)

Bring fact sheets on FAS and ARBD when you meet with a group. Also be prepared to provide a design for warning signs. One example is provided on the next page. Ask the group to support the effort by paying for the printing of signs or posters. Also ask local banks, insurance companies and businesses for printing help.

WARNING

**DRINKING
ALCOHOLIC
BEVERAGES
DURING
PREGNANCY
CAN CAUSE
BIRTH DEFECTS**

Alcoholic beverages include beer, wine, liquor, alcohol, and spirits.

PHYSICIAN INVOLVEMENT

Physicians play a key role in prevention of FAS and ARBD. They are often the most credible source of information for a pregnant woman or a woman who may soon become pregnant.

The American Medical Association has expressed concern about the effects of alcohol on pregnancy through the Journal of the American Medical Association (JAMA). Many communities have local chapters of the AMA.

Ask the AMA to co-sponsor a poster campaign with you.

Ask them to provide speakers for your speakers' bureau.

Ask them to visit local schools and talk about FAS and ARBD.

Supply copies of "Preventing Fetal Alcohol Effects: A Practical Guide for Ob/Gyn Physicians and Nurses" for appropriate physicians. (DHHS Publication No. ADM 83-1163, available from the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402.)

EXPOSÉ OF TELEVISION ATTITUDES ABOUT ALCOHOL

Many television programs send messages that assume that drinking alcohol is desirable. For instance, "Never completely trust someone you haven't gotten drunk with" is a strong message made by a character in a TV mini-series. It is also an underlying theme of "Barefoot in the Park," a very popular 1960's movie starring Jane Fonda and Robert Redford. Develop a simple project to increase awareness about the messages television provides about the use of alcohol.

THE AWARENESS PROJECT

Make a list of quotes by characters in prime-time programming, separating them into two categories: those that favor alcohol use and those that discourage it. Make a comprehensive list. Divide the class into groups and carefully study each network for one week. After seven days, compile a report. Your local newspaper or television station may find a good story in this. Write a press release, or call the newspaper or television station to see if they are interested.

PUBLIC SERVICE ANNOUNCEMENTS

Radio and television stations often play Public Service Announcements (PSAs) provided by community groups. The PSA is a 10- to 30-second message for the public good. Stations use these announcements as a community service.

Contact the Communications Department of the Association for Retarded Citizens of the United States (ARC). They have created a video PSA to meet this need for TV. Its message: "You can't drink to your baby's health!" The video shows a woman's hand pouring an obviously alcoholic beverage into a baby bottle. This video received recognition by being nominated for an Emmy in 1987.

ARC also developed an audio PSA for radio about the dangers of drinking during pregnancy.

Healthy Mothers/Healthy Babies distributed the following radio PSAs.

FAS PUBLIC SERVICE ANNOUNCEMENTS — Radio

30-second

MODERN MEDICINE CAN DO A LOT TO HELP YOU HAVE A HEALTHY BABY, BUT NOT WITHOUT YOUR HELP.

WHILE YOU ARE PREGNANT, TAKE SPECIAL CARE OF YOURSELF, AND THE BEST ADVICE IS NOT TO DRINK. ALCOHOL CAN HARM YOUR BABY. IT CAN CAUSE SERIOUS BIRTH DEFECTS. ALCOHOL IS NOT FOR UNBORN BABIES. FOR BABY'S SAKE . . . AND YOURS . . . THE SAFEST CHOICE IS NOT TO DRINK DURING PREGNANCY.

FOR MORE INFORMATION, CONTACT _____.

(Local group you have contacted who agrees to answer questions. An example might be the March of Dimes.)

20-second

PREGNANT? . . . THEN THINK ABOUT THIS: EVERY TIME YOU TAKE A DRINK, SO DOES YOUR BABY . . . AND ALCOHOL CAN CAUSE IRREVERSIBLE BIRTH DEFECTS . . . (Your agency's name) and (call letters of station) WANT TO HELP YOU ENJOY A HEALTHY BABY . . . CALL _____.

(Same as above)

10-second

IF YOU ARE PREGNANT, AVOID ALCOHOL. ALCOHOL CAN BE HAZARDOUS TO YOUR UNBORN BABY'S HEALTH. FOR MORE INFORMATION ON FETAL ALCOHOL SYNDROME, CALL _____.

(Same as above)

RESOURCES FOR PREVENTION OF FAS AND ARBD

Give the following list of resources to teachers, physicians, and clergy to help pregnant women or young women at risk of having a baby with FAS or ARBD.

MATERIALS

National Clearinghouse for Alcohol and Drug Information
P.O. Box 2345
Rockville, MD 20852
Ph. (301) 468-2600

The following materials are available from NCADI:

Substance Use and Pregnancy: Professional and Patient Resources; For Women Who Drink, 13 pp.
My Baby . . . Strong and Healthy, 16 pp. DHHS # ADM 86-1436;
Preventing Fetal Alcohol Effects, 20 pp. DHHS # ADM 83-1163;
Women and Alcohol Problems; Tools for Prevention, 27 pp.
Alcohol, Health, and Research World, Fall, 1985, Vol. 10, No. 1.

March of Dimes
1275 Mamaroneck Ave.
White Plains, NY 10605
Ph. (914) 428-7100

The following materials are available from the March of Dimes:

Drugs, Alcohol, Tobacco Abuse During Pregnancy;
Pregnant? Before You Drink, Think . . .;
Recipe for Healthy Babies;
Be Good to Your Baby Before It Is Born.

HAVE YOU HEARD...



ABOUT ALCOHOL AND PREGNANCY

**arc**

Association for Retarded Citizens

An unborn baby gets all of its nourishment from its Mother's blood. Nourishment, as well as any potentially harmful substance, passes through the placenta... your baby gets what you get!



While an adult's liver is able to metabolize alcohol relatively fast (about 2 hours per ounce of alcohol), a baby's cannot. Alcohol can remain in a baby's body for as long as 24 hours.

Everybody wants a healthy baby. The father as well as the expectant mother is important for a baby's health. Both must realize the damage a woman's use of alcoholic beverages while pregnant can do to the baby. The father can have a powerful influence on a mother's decision about drinking. He can also have a powerful influence on her maintaining her decision.

Nobody wants to talk about birth defects, but face the facts — **IF YOU WANT A HEALTHY BABY, DON'T TAKE A CHANCE. DON'T DRINK IF YOU ARE PREGNANT OR COULD BECOME PREGNANT . . .** and don't be the one that offers a pregnant woman a drink.



Fetal Alcohol Syndrome (FAS) is not what you want your baby to have. FAS refers to a group of mental and physical birth defects common to babies born to mothers who drink heavily during pregnancy. The most critical time for a baby, and the most dangerous time to drink, is during the first three months. This is the period when the baby is developing its central nervous system, heart, arms, legs, eyes and ears. Researchers note that physical defects occur as a result of drinking during this early time, while brain damage and mental retardation can occur as a result of alcohol use at any time during one's pregnancy. While the full FAS syndrome is seen most often in women consuming 6 ounces of alcohol or more per day, other less severe Alcohol-Related Birth Defects (ARBD) can occur when the mother drinks much less.

In its severest form, Fetal Alcohol Syndrome (FAS) includes the following impairments:

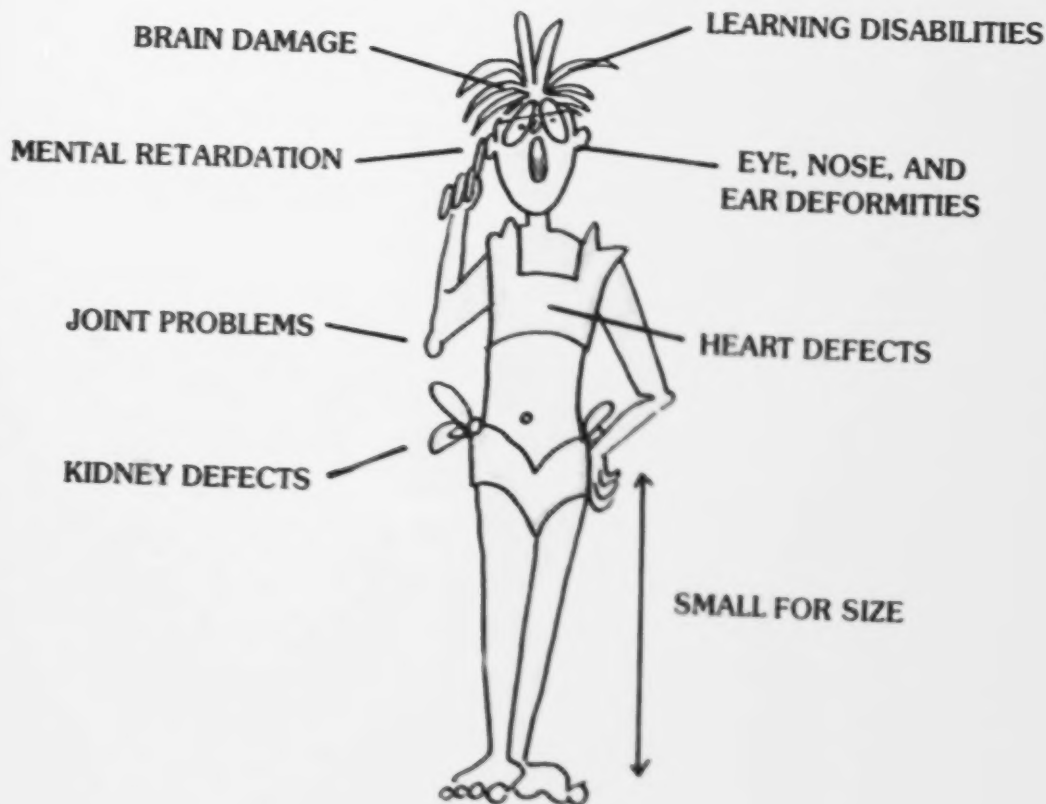
CENTRAL NERVOUS SYSTEM DEFICIENCIES

- Brain Damage
- Mental Retardation
- Poor Coordination
- Learning Disabilities

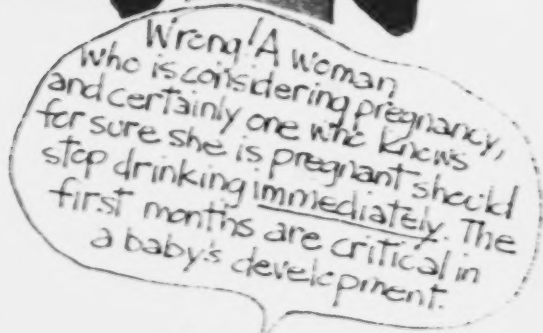
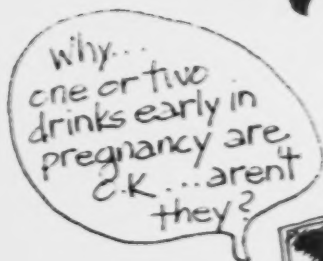
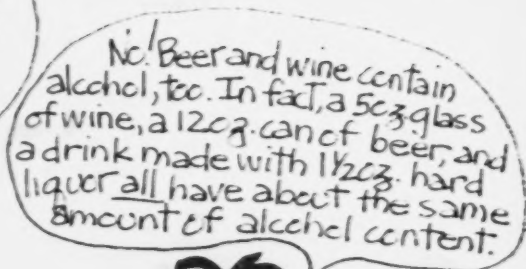
GROWTH DEFICIENCIES

ABNORMALITIES IN FACIAL AND LIMB DEVELOPMENT

HEART AND KIDNEY DEFECTS



BABY





Only alcoholic mothers have babies with birth defects.



No, any Woman who drinks during her pregnancy runs the risk of having a baby with FAS or other alcohol-related birth defect.



IN FACT:

Women who are alcoholics do run the greatest risk of giving birth to a baby with FAS, but they are not the only ones. The Surgeon General has said there is "NO SAFE LEVEL" of alcohol use, and that women who drink the equivalent of two drinks a day could also be harming their babies.



Scientific studies show that the risks of having a baby with FAS increase in direct proportion to the **AMOUNT** and **FREQUENCY** of alcohol use by the mother during pregnancy.

THE MORE YOU DRINK, THE GREATER YOUR CHANCES OF HAVING A BABY WITH FAS OR OTHER ALCOHOL-RELATED BIRTH DEFECT.

Often times, a baby can be born with some of the characteristics of FAS, but not all . . . these are referred to as **ALCOHOL-RELATED BIRTH DEFECTS (ARBD)**, and like FAS, can be prevented by not drinking alcohol during pregnancy. Alcohol-Related Birth Defects have been reported in children whose mothers drank 1-2 drinks per day, and an increased risk of spontaneous abortion has been cited among women who drank 1-2 drinks twice weekly.



Since there is no known safe level of alcohol use, the safest measure is to abstain from drinking alcohol during pregnancy. Doctors agree that there is no risk of having a child with an Alcohol-Related Birth Defect if a pregnant woman does not drink during pregnancy. The evidence is also convincing that the less one drinks — and the less often — the lower the risks of having a baby with FAS or ARBD.

Therefore, in order to present no risk to her baby, a woman must eliminate alcohol use during pregnancy. Reducing the amount and frequency of alcohol use during pregnancy will reduce the risk ... yet a risk remains. Recent studies indicate that **WHENEVER** drinking is stopped during pregnancy, the risks of FAS and ARBD will be decreased.

Am I at Risk?

Of Parenting a Child With Fetal Alcohol Syndrome?

Circle the correct answers on the questionnaire below. Add up your score below the questions and check the meaning on the bottom of the page.

1. Has anybody in your family had a drinking problem? ☐ Yes ☐ No
2. Do you ever drink any wine, beer, or mixed drinks? ☐ Yes ☐ No
3. Does your family have traditions that involve alcohol, such as a couple of drinks before dinner? ☐ Yes ☐ No
4. Do you find that a few drinks help prepare you for emotionally difficult situations? ☐ Yes ☐ No
5. Do you sometimes get drunk to celebrate special occasions? ☐ Yes ☐ No
6. Have you gotten into any trouble because of drinking? ☐ Yes ☐ No
7. Do you believe that getting drunk is just a normal part of growing up? ☐ Yes ☐ No
8. How much can you hold now? How much can you drink at one time?
☐ Less than a 6-pack?
☐ 1-2 6-packs (6-7 mixed drinks)?
☐ More?
9. Is drinking an expected part of getting together with your friends? ☐ Yes ☐ No
10. Do one or more of your close friends drink heavily? ☐ Yes ☐ No

Score

- ☐ 1. Yes = 5 No = 0
- ☐ 2. Yes = 1 No = minus 5
- ☐ 3. Yes = 1 No = 0
- ☐ 4. Yes = 2 No = 0
- ☐ 5. Yes = 4 No = 0
- ☐ 6. Yes = 2 No = 0
- ☐ 7. Yes = 2 No = 0
- ☐ 8. Less than 6-pack = 1,
1-2 6-packs
(6-7 mixed drinks) = 5,
more = 6
- ☐ 9. Yes = 2 No = 0
- ☐ 10. Yes = 2 No = 0
- ☐ Total

0-5 = Low Risk, 6-10 = Medium Risk, Over 10 = High Risk*

* If you score in the "high risk" category because of family history, peer drinking, or personal alcohol use, you will know that you need to be careful about your alcohol intake during periods when you or your spouse could be pregnant.

If alcohol is a poison (and can damage babies during pregnancy), WHY does it make us feel so good? The reason we feel good by drinking alcohol is because it deadens our "left" brain, the part that judges and reasons. We are then more aware of the less developed "right" brain, the part that creates and feels.

Another way to get high, then, is to develop the right brain more through such things as music, dance, creative writing, painting, taking a walk, games, puzzles, etc., so that we have a natural balance between the two sides of the brain.

If the right side of the brain is less developed than the left side, as it is in most of us, then alcohol — a drug — will deaden the left side to give a "high." Developing your right side will also give a "high."

LEFT BRAIN

(Left Side)

Logical

Rational

Knowledge

Factual

Serious

Sequential

Order oriented

"But we've always done it this way"

"Do it by the book"

RIGHT BRAIN

(Right side)

Imaginable

Intuitive

Creative

Spontaneous

Fantasy

Some people think alcohol is a
STIMULANT.

Actually, it is a **DEPRESSANT.**

There are pressures
around you daily
concerning the use
of alcohol... can you
tell which are high and
low risk situations for you?



HIGH LOW
RISK RISK

PRESSURES FROM FRIENDS

- — "Everybody's doing it . . ."
- — "You won't be any fun if you don't have a drink."
- — "She/he won't go out with you if you won't drink."
- — "It makes you feel good . . . you can have more fun."
- — "Scared of the opposite sex . . . a drink will calm you."
- — "You think you're better than us . . . ?"
- — "Let's celebrate!"
- — "Are you afraid to drink?"
- — "Are you trying to make us look bad?"

PRESSURES FROM FAMILY

- — Parents expect you to drink with them
- — Heavy alcohol use by a parent or sibling
- — Drinking in the home
- — Free time and access to extra money

PRESSURES FROM SOCIETY

- — TV and movie images of heroes drinking
- — TV, billboard, and magazine advertising
- — Activities associated with leisure and recreation

IDENTIFY THREE SITUATIONS THAT ARE HIGH RISK FOR YOU.

1. _____

2. _____

3. _____



Learn how to resist negative peer pressure.

Your chances of getting out of a potentially harmful situation are much greater if you do it within the first thirty seconds of a conversation.

Practice your responses . . . practice . . . practice . . . practice. And should all the above responses prove unsuccessful, remember, you can always excuse yourself and go to the bathroom!



MESSAGE TO FATHERS

It is the mother's responsibility to know how to care for the unborn baby during pregnancy . . . right?

She will do most of the child care . . . right?

She is best equipped to know how to handle issues about pregnancy . . . right?

It is her body she is taking care of . . . right?

It is her own fault if she drinks too much during pregnancy . . . right?

MAYBE NOT!

You can help the mother prevent a disability in your child.

You can share the responsibility of giving your baby the best possible start.

You can support the mother's decision not to drink alcohol during the pregnancy.

Now that you know the facts about FAS and other Alcohol-Related Birth Defects . . .

WHAT DO YOU DO WITH THIS INFORMATION?

Have you considered the influence you, your classroom, even your school could have on your community in spreading the word about the dangers of drinking alcohol during pregnancy? If everyone knew what you now know about FAS and ARBD, we could eliminate these tragic birth defects!

How about a try . . . go for it! Involve your class, the Student Council, a service organization . . . maybe even the athletes, the cheerleaders, the various clubs and interest groups in your school, the school newspaper . . . **YOU CAN MAKE A DIFFERENCE.**

CONSIDER THESE:



CHECK LIST FOR ACTION:

In your school:

- Write an article for the school paper.
- Sponsor a poster contest on FAS Prevention.
- Have an Alcohol Awareness Week.
- Do an opinion poll and submit it to a local paper.
- Develop a speaker's bureau for civic groups.
- Put an announcement in football/basketball programs.

In your community:

- Obtain brochures from the Association for Retarded Citizens or the March of Dimes and distribute to local physicians.
- Do a press release.
- Sponsor a public awareness campaign about the dangers of alcohol during pregnancy.
- Put posters up in the community.
- Pass out awareness buttons.

Now, keep this one
important thing in
mind . . .

BULLETIN • BULLETIN • BULLETIN

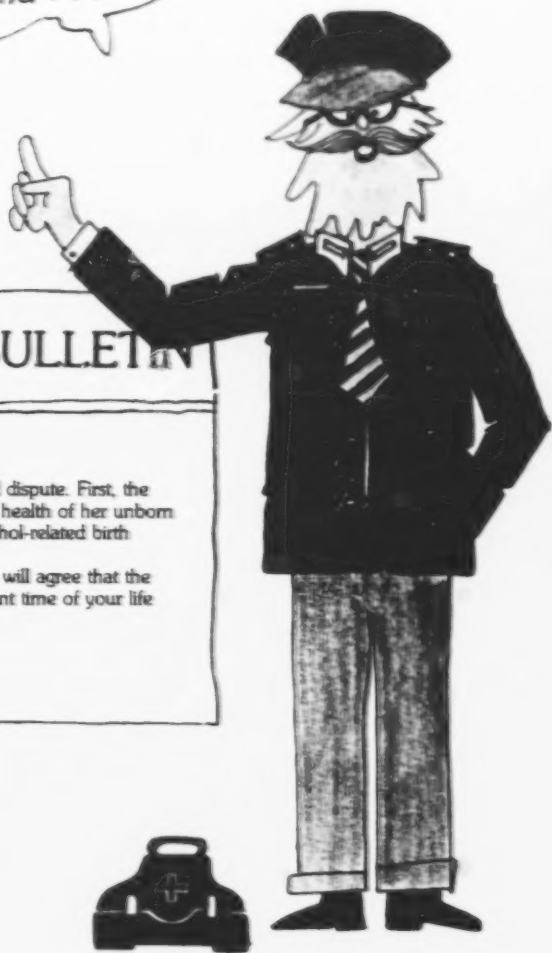
The Surgeon General says:

"Even without all the answers, there are two things that are beyond dispute. First, the more the mother drinks, the greater are the risks she takes with the health of her unborn baby. Second, there is no possibility of having a child with any alcohol-related birth defects — including FAS — if the mother does not drink at all.

"To help ensure that your baby is strong and healthy, I'm sure you will agree that the safest and wisest choice is to avoid alcohol during this most important time of your life and your baby's life."

C. Everett Koop, M.D.

U.S. Department of Health and Human Services
Public Health Service





arc

Association for Retarded Citizens

P.O. Box 6109, Arlington, Texas 76005

Resources (To Help Prevent FAS or ARBD)

The following list of resources may be provided to teachers, physicians, and clergy to help women who may be at high risk.

Research Findings

Alcohol Health and Research World, National Institute on Alcohol Abuse and Alcoholism, Fall, 1985, Vol. 10, No. 1. (14 articles on Preventing Alcohol-Related Birth Defects).

Educational Materials and Information

1. **National Clearinghouse for Alcohol and Drug Information (NCADI)**
P.O. Box 2345
Rockville, Maryland 20852
Ph. (301) 468-2600
2. **Technical Assistance** (to start prevention programs)
(toll free) 1-800-638-2045 National Institute on Drug Abuse (NIDA), U.S. Department of Health and Human Services
3. **Training/Technical Assistance** (for schools)
U.S. Department of Education
Alcohol and Drug Abuse Education Program
400 Maryland Avenue, S.W.
Washington, D.C. 20202-4101
4. **Referrals** (for children and adolescents)
The National Federation of Parents for Drug-Free Youth (NFP) (Toll Free)
1-800-554-KIDS
5. **For Films, Posters, Brochures**
Contact your local or regional March of Dimes Chapter
6. **Comprehensive Curriculum** on FAS and ARBD written for high schools, college/universities, and/or civic groups.
Association for Retarded Citizens, P.O. Box 6109, Arlington, Texas 76005

This document is available due to contributions from: Civitan International Foundation; Crown Development Trust Fund Incorporated, Zeta Tau Alpha Fraternity; Elizabeth Boggs, Ph.D.; and the American Contract Bridge League.